

GEEWIZ NEWS FOR MAY 07

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Rotary Award Recognition - I have just received one of the highest awards in Rotary, which is "The Four Avenues of Service" Award awarded by the Rotary International President, based on nominations received from Rotary Clubs. This Award recognizes the work that I have done in Rotary over the years and more recently the work in sharing and leading the vision for the Rotary District 9910 Conference.

As many of you will know I am only too happy to assist organizations that are funding a Charity or sponsoring a Charity with Business Speaking and I regularly do free speaking presentations to support these Charities. One of the greatest passions in my life has been Rotary and for over 25 years I have enjoyed the philosophy of "Service above Self".

The Award is given by people around me in Rotary who successfully nominated based on their views and contributions. It was presented to me at the District 9910 Conference in Kerikeri and took me totally by surprise. I was busy checking various actions that were about to happen when my name was called out and I was brought to the Awards stage.

My wife Judith, also received a high Rotary Award called a "Paul Harris Fellow", this is made to people who have achieved outstanding contributions to Rotary. She has a great supporter of mine and also the administration controller for the District 9910 Conference.

Paul Harris Fellow Awards are made by donating to the largest private charity in the World called the Rotary Foundation, which has no administration costs and finds itself out of interest earned on its principal and totally gives back all principal given and donated to worthy recipient projects organised by Rotary from around the world. A well publicized known project was the "Polio Plus" campaign, but there are so many projects that Foundation through the sell of Paul Harris Fellow Awards has been able to recognize.

The Plan that came together – 2 years ago I started with a group of 6 people that grew to a group of 40 people located in Orewa and Kerikeri. Then 2 weeks ago in delivered a "Success" Conference for Rotary to celebrate the positive contributions that Rotarians and their Rotary Clubs make to the Community.

470 people attended a 3 day Conference with 26 different speakers, 9 different entertainment acts, at the incredible venue at Kerikeri called "The Centre", which has a 450 seat plus theatre, plus events and function area, although the events and function area doesn't have a roof at the moment we hired a marquee to provide a roof.

The reason that this Conference was a success was because the team of people on the organizing committee accepted the vision that I had for the Conference and I was also able to help them see their potential in delivering an exceptional speaking event, entertainment event, fellowship and networking as well as many other facets of the conference that made it rather special.

All the special things from sea shells on tables with candles, right through to major exhibits and packing conference bags were all part of a vision that was co-ordinated by a team of Rotary volunteers and their partners who paid to go to the Conference, even though they had been working on it for 24 months.

Outstanding speakers, stimulated, motivated, and probably best of all was everybody attending the conference gave a gift of 5 reading books to a child in total 462 young children, in Northland at decile 1 schools, to give them the chance at moving above the poverty line and into better careers through the joy of reading.

Yes the boundaries were stretched, yes the strain was on everybody, and yes it was magnificent to enjoy the celebrations afterwards knowing the success.

The Power of a "Thank You" - One of the key elements that I pursued in organizing this Conference was that at every stage of developing the Conference when somebody gave a sponsorship they were given a "Thank You" certificate or a plaque presented to them at a Rotary meeting or at their offices.

When special people arrived at the Conference there was a "thank you" note and letter for their participation and there was also a follow up "thank you" email to the speakers, suppliers and special volunteers and workers.

A "thank you" email went to all of the participants.

What came back you may ask? - Some really nice emails, faxes and phone calls from people who recognized the appreciation and the effort put in, testimonials about the success of the conference and favourable comments on doors of opportunity that had been opened up as a result of the networking and or commercial opportunities.

All of those "thank you's" have been circulated to everyone involved, they are up on the website and it encourages a feeling of pride and being worthwhile.

Interestingly some suppliers have just taken their money and not even commented with a "thank you" email of the opportunity that was available to them.

Guess which suppliers will not have an opportunity for the next Conference and all it took was the power of a "thank you" email, phone call, fax or card.

People really do do business with people, and there is a need to be appreciated.

Think about it in your business, make sure you send a few "thank you" texts, cards, emails or phone calls, it might just bring in the next lot of business.

TXTING – The New Media - If you haven't started investigating how you can build your customer loyalty and become proactive through the use of the media of texting you really need to start investigating it.

We are seeing more and more marketing strategies the ability to become interactive through communication via txt to promote an event or an activity, and the building of customer loyalties from a thank you txt.

Increasingly people are being asked to txt a code to a txt number to receive simple information that can be personalized to suit their enquiry.

There is now some very good suppliers of txting services databases associated with txting and some fabulous software that will assist you to reward customers for good behaviour and then choose the media that they actually want to be replied in.

Whether it is by email, phone, fax, txt, or letter it can all be seamlessly identified.

Everybodys' cellphone is txt capable these days and the cost to send text to your favourite customers is very low, the ability to build a database is not expensive so that you can tell the customers how much you like their business.

There is some very successful campaigns that have become good marketing brand strategies that have used txting as one of the tools for communication.

Telecom and Vodafone have a list of approved alliance partners who provide services and software for txt development, use their websites to source it or send me an email and I will try and introduce you to the people who know what they are doing.

Train Your People in Both Hard & Soft Skills – Within New Zealand & Australia we move into the so called Training season, that is when people go on lots of seminars, workshops and attend conferences because it is "The Winter", obviously for those of you in the tropics and the Northern hemisphere you will be getting ready for your summer and the last thing you will be thinking about is going along to workshops, seminars & conference, but then again between October & February you tend to go to those.

Frequently Sales Managers, Managers, & General Managers complain that their staff do not have the skills to handle the complexities of their business.

Those skills can only be taught from training and I don't necessarily mean had skills on how to do something, you also need to consider the soft skills like ability to communicate, network. Meet new people and carry out conversations.

Increasingly in today's Universities the hard skills are taught, and what is over looked is the soft skills of communication which is so vitally needed when composing the right language for an email or memo, or even when having a telephone call with a very important customer.

Training can be used as a reward for good achievement. If your sales person or customer service or marketing people have achieved success why not reward them by putting them on a one day seminar or sending them to a 2 day conference.

What will then become very important is that they have earned the right to add to their skills but you must also follow it up when they return to find out what they have learnt and what they want to apply and then support them in applying those ideas.

There are many forms of training but do not fall into the trap that tries to identify getting the maximum amount of knowledge in the shortest period of time but no practical application.

In my training and speaking career I can remember when we used to do 3 and 4 day seminars, that now days we try and put the same amount of information, same practical experience, same key points in to a half or 1 day or maybe even a 90 minute key note speech at a conference.

The learning process does take time and a good skilled facilitator or trainer or business developer needs to get to know your people to be able to help them learn in the right areas.

There are good examples of training resources available on my website or written up in my New Zealand Sales Management Book and ofcourse you are welcome to check out the public seminars that have listed on my website and talk to me about personalized workshops or seminars, skills training that can be done for your company and if I can't do it I will find someone that can, from my extensive network of Professional Speakers NZ.

Wayne Mansfield - Australia - I am bringing back Wayne Mansfield to present his popular seminar with me "Cold Calling for Scaredy Cats" and a brand new "WEBMarketing" understanding the latest bloggs and everything else on webs, for full details you will either have received an email or go onto my website and check it out.

Wayne will be presented in Auckland and Christchurch and will also be available for 1 on 1 consulting during the week of May 20th – 27th .

Image Presentation - When was the last time you examined your external image presentation to your clients.

Such things as signwriting on your vehicles, the building, the welcome reception area, the uniforms on staff, the printed and email communication, the website image, and the email and txtng communications and last of all do not forget those quotes you give to clients.

In having a look at this look through the customers eyes, does it actually convey without having to dig to deep and that is fast easy and understandable who you are, your point of difference, and your people and friendly attitude towards helping customers do business.

That external image is part of the decision to do business with you and if it does not match the buyers expectation it is easily fixable, just revisit your image and have a look at what you could be doing to improve it.

Price Increases - If your business is in New Zealand at the moment you will be well aware of the impact of an extra weeks holiday that has been bought into law, this along with an increase in the minimum wage that you must pay people has in all the examples that I have calculated effectively increased the wages cost to the business by 10%.

This includes allowing for people having holidays off and all the rest of it, so if you have just had a 10% increase in your labour costs you should be looking to recover that through price increases in your products or services.

It is not a good strategy to hold off price increase it is far better to implement them as soon as you can and in communicating to your customers remind them of ethical reasons why your prices have to be changed, fluctuating currency, increased labour costs, share holder returns, investment in new processes and services.

It is then always a good idea to give a grace period that the price increase will apply from and encourage customers to purchase products or services ahead of that date.

You also need to examine any long term contracts you have in relation to what notice periods quite often 30 days you have to give price increases, but don't put off the price increase, make sure that you regularly take small price increases rather than occasionally large ones.

Ofcourse your business should be growing in efficiency and maybe you do not have to implement a price increase but that is going to be your strategy for your business.

The biggest change that we are seeing with pricing is because of increased world trading from all sorts of markets prices are fluid, prices are fluctuating and customers regularly expect prices to vary because they understand the currency changes.

This then means that the company had better deliver on its promises, better have good quality and benefits and also better be great at communicating with a high frequency so that the customer or the client doesn't get upset when they look at making a purchase and the price they have to pay.

Remember Governments internationally use interest rate adjustments to control inflation, a 1908 management theory that is still in practice, this means that if the economy starts to boom and inflation gets to high they adjust the interest rate, generally upwards to slow the economy down, when economies are slowing and declining they reduce the level of interest rate to boost production.

Why governments still run countries on 100 year old theories could a very good question.

Coming Seminars:

The seminars for May & June are as detailed, to book use the secure website or phone 0800 GEEWIZ.

May 15th Strategic Selling Christchurch
May 16th Sales Basics Auckland
May 17th Strategic Selling Auckland
May 22nd / 23rd University Key Accounts 2 days Auckland
May 24th Web & Blogg Marketing Christchurch
May 24th Cold Calling for Scaredy Cats Christchurch
May 25th Cold Calling for Scaredy Cats Auckland
May 25th Web & Blogg Marketing Auckland
May 30th Dealing with Awkward & Difficult Customers Auckland
May 31st Strategic Selling Auckland

June 14th Prospecting for Profit EMA Auckland
June 19th Sales Basics Auckland
June 21st Managing the Sales Team Auckland
June 26th Time Management Auckland

July 15th – 19th Sell 07 Auckland, Brisbane, Sydney, Melbourne, Perth
July 25th Dealing with Awkward & Difficult Customers Auckland
July 31st Marketing Audit 2 days Auckland University

Advance notice of seminar workshops, in July, I will be doing a national tour of Australia with a multi speaker package called "SELL 07" and in August I will be back in India presenting sales

seminars and sales management and leadership seminars, and of course in between I will be visiting various countries doing in house personalized seminars and workshops and conference speaking.

To all of the GEEWIZ readers in the Northern Hemisphere get ready to enjoy your summer, remember to plan some relaxation, think about the lifestyle and leisure for your self as well as the great mood your customers are going to be in when it comes to making buying decisions.

Sales & Marketing Institute of New Zealand Awards you can be involved..

I would like to offer you the opportunity to align with the Sales & Marketing Institutes annual awards to be presented at a **black tie gala dinner** on **23rd of August 2007** at the **Hilton Hotel** in Auckland.

Categories available to sponsor

Overall event sponsor	filled
Sales Manager of the Year	filled
Sales Team of the Year	Available
Sales Professional of the Year	filled
Marketing Manager of the Year	Available
Marketing Team of the Year	Available
Marketing Professional of the Year	filled
Entrepreneur of the Year	Available
Sales & Marketing Professional of the Year	Available

Please note that as we are a not for profit, the sponsorship fees are very reasonable. We are interested in the diversity of sponsors and in adding value to our membership through these partnerships. To express your interest, please come back to me asap as we are filling these sponsorship categories fast. Or contact the institute direct. www.salesmarketing.org.nz

As a sponsor, the Sales and Marketing Institute wishes to help you maximise your investment and offers you the following benefits:

- Branding - your logo will feature on all marketing material including the award invitation, programme, registration forms, promotional emails, press releases (where possible), and during the awards night on screen
- Recognition as sponsor in any media profiling
- Recognition as sponsor during the awards ceremony
- Recognition as sponsor at the awards launch party in July 2007
- Opportunity to display banners or promotional material during the gala dinner
- One free award entry to an award category for your team or an individual valued at \$200.00

- Four complimentary tickets to the awards dinner valued at \$600.00
- Two complimentary tickets to our special VIP awards launch party in June.
- 10% Discount if purchasing 4 or more additional dinner tickets. Should your business have a complete table, we could brand this table and you would be entitled to provide your guests with branded gifts of your choice.
- Photo opportunities with, and access to your category winner on the night and for any other purposes as agreed between all parties
- Opportunity to promote your involvement in your own marketing activity pre and post the awards ceremony, including your website, in your client communications, in your own media activity and in any other ways as agreed between our two organizations

Our special awards evening is this year being held at one of our cities landmark venues, the Hilton Hotel. A superb setting, we are assured quality food and beverages as well as service excellence throughout the evening.

Our event will commence at 6.45pm with pre dinner drinks followed by a 3 course a la carte dinner, during which the awards ceremony will take place. A representative of your organisation will be invited to present your sponsored award to the winner.

If you are not interested in a category sponsorship, you may wish to purchase a **corporate table for 10 guests with a 10% discount**. This is a wonderful opportunity to thank your staff and clients for their contribution to your business this year and to join in with this high profile industry event.

The Sales & Marketing Institute have access to thousands of sales & marketing professionals and are the premier association for sales managers, marketing managers and people who practice sales, sales management or marketing skills who wish to increase their professionalism, awareness, networks and be recognised for their professional expertise.

If you would like to access this market, then an alignment with our organisation would be a great way to add value to your own business development and marketing plans.

If you require any further information, please do not hesitate to contact Karen on (09) 359 7716 or email karen.galvan@baldwins.com or Emelia@salesmarketing.org.nz Ph 09 8184224 or email me

Go out there and enjoy yourself.

Kind regards



Richard P Gee

Geewiz news is read by over 25000 + people in New Zealand, Australia, Singapore, Malaysia, Vietnam, India, Philippines, Tonga, Samoa, Fiji, New Caledonia, USA, Germany, Canada, United Kingdom, South

Africa, Dubai, France, Germany, Sweden, Norway, Finland, Brazil, Chile, Mexico, Japan, Korea, Taiwan, China. Please enjoy and your feedback is always welcome.: richard@geewiz.co.nz.

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